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Rural Green Marketing:
Challenges and Opportunities in India

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Abstract

This study has been conducted on the basis of green marketing challenges and opportunities in rural India. Even though no consumer product has a zero effect on the environment in production the requisites green product and environmental product are used commonly to depict those that attempt to save from harm or improve the natural environment by conserving energy and/or resources and sinking or eliminating use of toxic agents, pollution, and waste .Green marketing is the marketing of products or services that are hypothetically supposed to be environmentally safe. This thought has enabled for the re-marketing and packaging of existing products which formerly based to such strategy. Moreover, the development of Green marketing has opened the door of opportunity for companies to co-brand their products into divide line, lauding the green-friendliness of some while ignoring that of others. Such Marketing process will be explained as a direct result run in the minds of the Rural Consumer. As a result of this markets have increased their rate of positioning and targeting of rural consumers who are nervous about the environment. These same consumers through their anxiety are developing in integrating environmental issues into their purchasing decisions through their combination into the process and satisfied of the marketing strategy for whatever product may be required for rural consumers. This paper explains how markets have enlarged their opportunities of green marketing in rural India and why companies are adopting future of green marketing. This paper identifies challenges which are important to keep away from green marketing myopia and explain the innovative technique of green marketing in rural India.

Keywords: Rural Green Product, Environmentally safe of rural market, opportunities and challenges of Green Marketing.